and chewing gum to education, jobs, and housing.

Whereas 11 percent of U.S. residents were aged 65 and over in 1980, only 4 percent of Mexicans were that old. In the mid-1970s, the United Nations reported life expectancy at birth was 63 years for men and 67 for women in Mexico. Residents of Mexico's cities have an average life expectancy almost seven years longer than that in rural areas, because infant mortality in rural areas is higher.

Family planning is expected to continue to be an important part of Mexico's national policy. President-elect Miguel de la Madrid Hurtado told the National Forum for Planning in Population that population planning must be an "integral part" of all national development programs.

De la Madrid said it is indispensible for Mexican society "to have criteria that will moderate growth and influence the quality of the Mexican population."

Partially as a result of the government's strong position on family planning, the total fertility rate fell from an average 6.8 children per woman aged 15-44 in 1970 to 5.2 in 1978, but there remained great differences between rural and urban women. In urban areas, the fertility rate fell from 5.9 to 4.2 per woman, while in rural areas it fell from 8.3 to 6.6.

Regions and Cities

The 31 states and the Federal District of Mexico can be divided into five regions: North Pacific, North, Central, South Pacific and Gulf Coast.

Central Mexico included only 14 percent of the land area, but 50 percent of the population in 1980. The North, with more than 40 percent of the land, had only 17 percent of the population. The Federal District is located in Central Mexico, bordered by the states of Mexico and Morelos. The Mexican capital is known internationally as Mexico City, but in Spanish it is simply Mexico. A person who identifies himself as a native of Mexico is probably referring to the city rather than the nation.

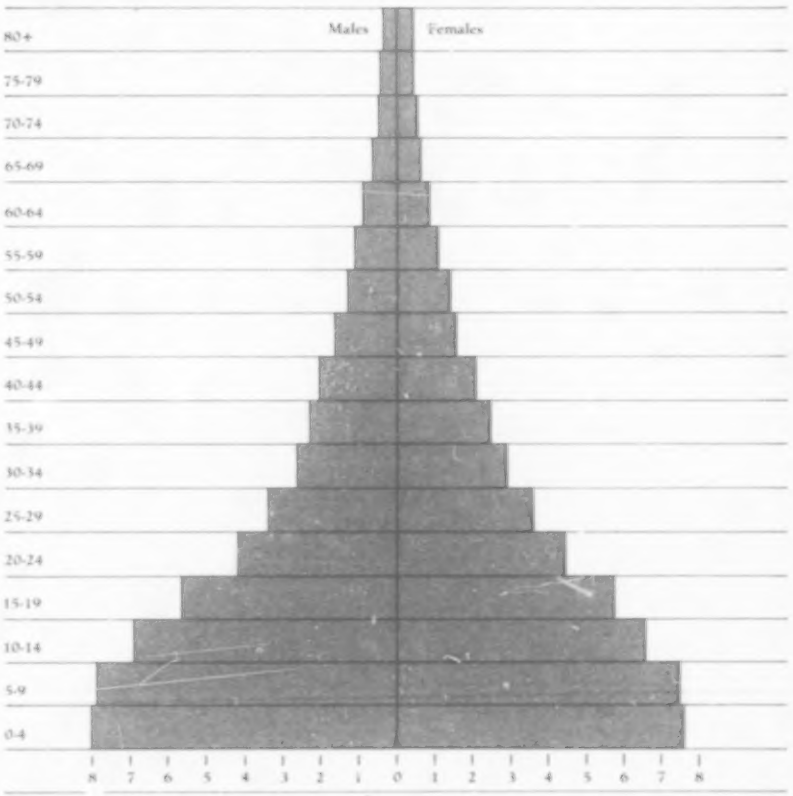
Until 1970, Mexico, like the United States, defined an urban place as one with 2,500 or more people. After 1970, the definition changed to include places of 15,000 or more. In some surveys, it includes only those with more than 20,000 residents. The changing definitions of urban make comparisons among urban populations over time difficult.

The U.S. Census Bureau estimates that the Mexican urban population in 1980 was 46 million or 65 percent of the total. In 1970, 31 million people, or 9 percent of the total lived in areas then defined as urban. Migra-

continued

Population of Mexico by Age and Sex, 1980

In percent



Age	*Total*	*Male*	*Female*
All ages	69,979	34,810	35,169
0 to 4 years	10,978	5,595	5,383
5 to 9 years	10,657	5,424	5,233
10 to 14 years	9,571	4,848	4,723
15 to 19 years	8,044	4,015	4,029
20 to 24 years	6,018	2,930	3,088
25 to 29 years	4,897	2,367	2,530
30 to 34 years	3,946	1,908	2,038
35 to 39 years	3,300	1,602	1,698
40 to 44 years	2,832	1,393	1,439
45 to 49 years	2,367	1,171	1,196
50 to 54 years	1,892	930	962
55 to 59 years	1,525	748	777
60 to 64 years	1,204	577	627
65 to 69 years	960	456	504
70 to 74 years	750	355	395
75 to 79 years	574	275	299
80 years and over	466	210	256

tion from rural to urban areas has been an important means of relieving population pressures in a country where only 12 percent of the land is arable.

Under the hacienda system before the Mexican Revolution, most rural Mexicans lived as serfs to big landowners. Over 200 million acres redistributed by the government after the Revolution went into ejidos or community-owned tracts. A family can occupy its parcel forever, but it cannot sell, rent, or mortgage it. In many instances, the land was distributed in such small parcels that it is impossible to support a family on it. Estimates are that several million rural men are landless. Some are fortunate enough to have learned a trade or construction skill that is useful in growing rural towns, but many others seek opportunities in the metropolitan areas of Mexico.

Population growth in Mexico is concentrated in urban areas. The average annual growth rate for rural areas as a whole was less than 1 percent in 1980 compared with 3.5 percent for urban areas.

Although Mexico has not yet released 1980 census data for individual cities, United Nation estimates and projections of city size for Mexico show seven cities with populations of more than 500,000 in 1980: Ciudad Juarez, Guadalajara, Leon, Mexico City, Monterrey, Puebla de Zaragoza, and Tijuana. By 1990, 11 more cities will have joined the ranks of those over 500,000 in size. These include, according to U.N. projections, Acapulco de Juarez, Chihuahua, Cuernavaca, Culiacan, Hermosillo, Mexicali, San Luis Potosi, Tampico, Torreon, and Greater Veracruz. By the year 2000 Mexico will have a total of 25 cities with 500,000 or more inhabitants. One benefit of this growth will be to decentralize and diversify the rural-to-urban migration flow.

The largest cities in 1980 were Mexico City (15 million), Guadalajara (2.8 million) and Monterrey (2.1 million).

Guadalajara's economy is based on processing regional agricultural goods, manufacturing products for the entire Western region, and serving as a center of transportation and communication.

Monterrey, Mexico's fastest growing city and the home of Carta Blanca beer, is a diverse industrial city whose businesses include textile mills and glass and paper factories. Its population is one of the most highly educated and skilled in Mexico. With less than 3 percent of the population, Monterrey produces one-quarter of the country's manufactured goods.

Veracruz (population 344,000 in 1980) is the largest city on the Gulf of Mexico. It is the only major port on the Gulf, but other ports are being developed—Manzanillo, Mazatlan and Lazaro Cardenas on the Pacific Coast and Coatzacoalos and Altamira on the Gulf. Because much of Mexico's trade historically has moved overland to the United States, port cities have not received much attention, but their future looks brighter as Mexico develops its oil resources.

Acapulco is a city known to most U.S. residents as a tourist spa. Its population is small now (426,000 in 1980), but it is the destination of one-quarter of all tourists to Mexico and is expected to have more than a million residents in about 15 years. Many new tourist areas have developed in recent years including Puerto Vallarta, Manzanillo, Cozumel, Iztapa, Zihuatanejo, and Cancun.

Households

Mexico's census counts both households and "census families," defined as a group of persons who live together under one roof around a single nuclear family. A household may contain one or more census families. The 1980 preliminary report does not provide data on census families. But the more important economic unit is the household.

In 1980, Mexico had about 12 million households, according to the preliminary census report, an average of about 5.1 persons per household. Households are smaller in urban areas than in rural areas.

Housing statistics for Mexico are not yet available from the 1980 census. However, since the presence of water and electricity is required for the use of many consumer items, the preliminary data are of some use.

Surprisingly, there are more homes in Mexico with electricity than with water. About 9.1 million homes are equipped with electricity while 8.7 million have water.

Only 6 million have water piped into the living quarters. About 1.9 million have water piped into the housing unit, but not into the particular household. For 116,000 households there is access to piped water but at a public tap, not in the housing unit. And the Mexican census bureau reports that 3.4 million households do not have access to piped water.

About one-third of all housing units are made of adobe and about 40 percent are red brick. Many squatters' shacks appear on the outskirts of major cities. As in most countries that are developing rapidly and absorbing large annual increases in population, housing construction has not kept pace with rapid urbanization and migration to the cities. Tarpaper shanties and leantos fill some of the breach.

Firewood or coal is used for cooking and heating in approximately one-half of Mexican houses, with gas or electricity used in the other half, but mostly in urban areas.

Education

Literacy in Mexico is defined as the ability to read and write in any language. In 1980, 83 percent of the population aged six and over was literate, up from 72 percent in 1970. Recent government efforts to improve educational standards are reflected in literacy rates by age: 93 percent of Mexicans aged 10 to 24 are literate, compared with only 64 percent of those aged 55 and over.

A slightly higher porportion of males than females are literate: 85 percent versus 81 percent. Changes over time in literacy levels by sex are pronounced. Males and females aged 6 to 24 have similar literacy rates, but at ages 55 and over, 71 percent of men are literate, while only 59 percent of women can read and write.

While the predominate language in Mexico is Spanish, most high school graduates can read English and are better prepared in English than their U.S. peers with the

equivalent years of training in Spanish. Reading ability in English usually is better than speaking ability since many students have little or no opportunity to practice their spoken English.

The language of business is Spanish, although French and English also are spoken widely. The educated class of Mexico has a long history of sending its children to European universities, so many are bilingual. The internationally-oriented population speaks English fluently, but it is still easier to do business with some command of Spanish.

The Mexican educational system consists of elementary and middle levels, which include several grades each. In 1976-77 there were 675,000 pre-school children enrolled in 4,700 schools. These nursery and kindergarten schools are playing an important role as women increasingly enter the labor force.

About 12.5 million children were enrolled in 4,000 primary schools. Though many of these schools consist of one-room and one-teacher, many also are fully equipped urban schools. At the middle level, there are two categories—a regular secondary level (grades 7 to 9) with 1.8 million students and a technical secondary level with 366,000 students.

Increasing numbers of students are completing college courses, and one of Mexico's biggest concerns is employing these workers in positions that take advantage of their advanced training. U.S. manufacturers in Mexico should expect to hire Mexicans at all skill levels, including top and middle management, and not just semi-skilled and unskilled laborers.

The Labor Force

In Mexico, the concept of labor force participation is different than in the United States.

The Mexican census reports how many people are "economically active." The numbers do not reflect the underground and barter economies that co-exist with the formal economy. Rural workers in the impoverished state of Tlaxcala spend one season gathering ant eggs prized as a kind of caviar, and another season collecting equally edible and valued maggots from the maguey cactus. Needless to say, such occupations usually are not reported in the national census.

In 1980, 56 percent of the Mexican population aged 12 and over were economically active. The term includes those in paying jobs, unpaid family workers, those with regular jobs but temporarily ill or on vacation or leave, and those seeking work for the first time. Greater detail by sex and type of occupation is not yet available from the 1980 census.

The U.S. Census Bureau cautions against making comparisons between census years because of changes in the Mexican definition of the economically active population. For example, the number of hours worked in the week prior to the census was a question included in 1970, but not in 1980. In 1960, people aged 8 and over were included, whereas in 1970 and 1980 the economically active population was defined as those aged 12 and over.

With these cautions in mind, some statistics from 1979 reported by the International Labor Office yearbook provide a general impression of the Mexican labor force:

The ILO reported 19,652,000 workers in 1979 in the following occupations: 40 percent in agriculture, 22 percent in community, social, and personal services, 18 percent in manufacturing, 10 percent in retail trade, restaurants, and hotels, 5 percent in construction, 3 percent in transportation and storage, 1 percent in mining and quarrying, and less than half a percent in utilities.

Income and Lifestyle

The Mexican census does not ask questions about income. The World Bank found that 20 percent of the households in 1977 controlled 58 percent of the income, and the top 10 percent of the households controlled 40 percent of the income. The bottom 20 percent of households controlled less than 3 percent of the income.

In 1979, the World Bank ranked Mexico as 44th among countries with a population of one million or more, with its estimated annual Gross National Product per capita of $1,880. It considers Mexico a middle-income economy.

Glen Hutchcox

The middle and upper classes account for the suburban shopping malls in Mexico, stocked with every conceivable product that would be available in the United States, even though the prices are high from a U.S. point of view. But more than half of the population find such amenities beyond their reach. At least one-third of the people in even small cities rely on the open market for their purchases of foodstuffs and housewares and shop daily for food because they lack refrigeration.

Even in the middle class, most families have a maid. And street vendors and carts come to the home bringing fresh fruits and vegetables. One reason more women than men move to cities is that women can find jobs as maids easier than their spouses can find other types of work.

Perhaps because of the availability of maids, the eating-out phenomena that has hit the U.S. hasn't arrived in Mexico yet. Fast food restaurants in the cities are those that are most popular in the U.S. The Mexican style of eating out is more informal than in this country, including small family-owned restaurants and street vendors who sell everything from shrimp cocktails to tacos that can be eaten on the run. Nevertheless, dining out is an occasion that takes at least two hours and is usually accompanied by live music.

continued

The middle and upper classes in Mexico are style-conscious. Style may mean more than workmanship to the new rich.

Over three million cars and one million trucks were registered in Mexico in 1978. Mexico City is estimated to have at least one million vehicles in service, or one-quarter of all those in the country. Not surprisingly, the city has terrible traffic problems and among the worst air pollution in the world. Mexicans are adept at keeping old cars running, and there are many models on the road that U.S. residents have not seen since the 1950s.

Most Mexicans do not have the luxury of owning private automobiles, and six or seven persons per car is not unusual. Public transit is similarly packed. The country's 19,000 buses carried 988 million passengers in 1979, or an average of 52,000 each.

The Future

The changing oil market, Mexico's huge national debt, and the devaluation of the peso make Mexico appear to be an unlikely prospect for business development now.

But experts on Mexico say that the current situation is similar to what happened six years ago when President Lopez Portillo had just been elected and was waiting to take office on December 1. They believe that the Mexican economy will become more stable once De la Madrid has been sworn in.

In the meantime, Commerce Department officials say that U.S. businesses should keep the Mexican situation in perspective. In the August 9 issue of *Business America*, Commerce Department officials said: "Firms in the United States contemplating sales to Mexico will find this is an excellent time to establish themselves. Mexican Government agencies require imported technology and equipment. Companies with an established presence will be able to best take advantage of the initiatives that will be developed by the incoming administration. Private firms in Mexico look forward to continued growth due to young and increasingly educated consumer groups which will be upgrading their living standards. This will mean more opportunities for suppliers of goods not available in Mexico."

Mexico is a face-to-face culture. The Mexican people value traditions, family ties, and friendships. Personal relationships established over a period of time dictate business deals and permeate the bureaucratic structure. The mid-1980s could be a favorable time to establish a business presence there.

Sources of Information

The U.S. Bureau of the Census has received one preliminary volume from the 1980 Mexican census. State volumes are expected to be released by the end of this year. Rural-urban comparisons will not be available until the state volumes have all been compiled.

In the meantime, our Census Bureau is preparing a report: 'Detailed Statistics on the Urban and Rural Population of Mexico: 1950-2010." Questions about that report and about the availability of Mexican census data in this country can be directed to Patricia Rowe (301) 763-2870. The Census Bureau published a demographic profile of Mexico in 1979 which is available from the Government Printing Office.

Mexico publishes an annual statistical yearbook, *Annuario Estadistico de los Estados Unidos Mexicanos*. The most recent one available, published in 1981, has selected data through 1979. The yearbook includes information on communications and transportation, population, economic indicators, internal and external trade, and public finance.

A recent book by Francisco Alba, *The Population of Mexico: Trends, Issues and Policies* (1981), is available through Transaction Books, Rutgers—The State University, New Brunswick, NJ 08903 ($15.95). The book discusses the effects of family planning policies on Mexico's growth and provides historical background for interpretation of the 1980 census. •

—Daphne Spain

The assistance of Thomas Exter is gratefully acknowledged.

Sources
Direct Mail: An International Primer

Marketers in the United States have fine-tuned direct mail until they now are able to use demographics to zero in on neighborhoods where they have the most likelihood of finding new customers, and mail to every home in those neighborhoods. These techniques are used extensively by magazines, department stores, and specialty mail-order firms.

Many U.S. firms see direct mail as a way to break into foreign markets and to reach foreign clients directly without the use of an agent or distributor.

While direct mail can be used in many foreign countries, there often are restrictions on consumer lists because of strict privacy laws unheard of in the United States.

In several countries it is illegal for magazines to sell their subscription lists. At a minimum, these countries require that a consumer be offered the option of being omitted from such listings—something that is done in this country on a voluntary basis. A few countries even require customer approval before a firm can include its own customers in its own mailing list.

In Britain, for example, there are restrictions in market research about the types of questions that can be asked and the kinds of follow-up that are allowed. If a customer buys something in a local store, the name cannot be used for followup research unless express permission has been given by the customer at the time of purchase. It is not common practice for firms to gather lists of names in that way and sell them.

On the other hand Britain's grid system of geography does allow a data firm like C.A.C.I. to use census data to perform demographic profiles of geographic areas, to add certain types of consumer data that are available (from the Target Group Index, for example) and then to provide a list of names and addresses by clusters or neighborhoods that exhibit a high tendency towards certain characteristics.

C.A.C.I.'s names and addresses come from Britain's electoral rolls, which include every person eligible to vote, since registration is mandatory.

If a firm were looking for families with young children, for example, C.A.C.I. could select names and addresses of families that live in neighborhoods where there is a high density of young children.

C.A.C.I. is in the process of developing similar systems for Belgium, Denmark and Sweden according to George Moore, the firm's vice president for marketing analysis.

Consumer organizations have been especially active in Europe, and their efforts are reflected in the many national laws and in the European-Community-wide legislation regarding mail-order sales and advertising. Brazil and Mexico illustrate rather strict governmental regulation of direct mail while other countries, such as New Zealand, South Africa, and the Philippines, rely more heavily on self-regulation to achieve similar objectives.

Added to the regulatory concerns facing direct mail advertisers are the problems with national mail services and the requirements that direct mail literature be printed locally. The latter would make it impossible for a firm to produce its direct mail in the United States and send the materials to subsidiary locations for local mailing. While an entire mailing can originate from a single location such as the U.S., the postage costs of such a direct mail campaign are likely to be prohibitive.

Finally, of course, all overseas direct mail campaigns face the language/translation issue. Is translation necessary? Must materials be written especially for the target country? Each country must be considered individually.

Because of the many prohibitions and regulations regarding direct mail, consumer marketers should obtain information on the most current rules on direct mail advertising and mail order sales before initiating an overseas campaign, unless all mailings are handled from the U.S.

This information can be obtained from a variety of sources. These include:

—The appropriate country desk of the Department of Commerce, International Trade Administration, 14th Street and Constitution Ave., N.W., Washington, DC 20230. Office of Country Marketing. Telephone (202) 377-3808.

—The commercial attache in the appropriate embassy in Washington.

—The International Advertising Association, 475 Fifth Ave., New York, NY 10017. Telephone (212) 684-1583.

Many countries have few, if any, regulations and by staying within the guidelines, consumer marketing direct mail campaigns are possible in most areas.

Industrial Marketing

Industrial marketers are less concerned with privacy regulations unless their mailings are sent to the overseas executives' home address. Further, there are more ways to obtain industrial buyer lists.

For example, a variety of business mailing lists are available in France from C.F.I.E. (Compagnie Francaise D'Information Pour Les Enterprises), a governmental body that produces a wide range of industrial publications. In New York City, it is the French Communication Group, Inc., 405 Lexington Avenue, New York, NY 10174, Telephone (212) 697-6564, Daniel Aghion, Director.

Also, in some countries industrial publishers seem to have few constraints in selling mailing lists. Another oft-used source is the U.S. Department of Commerce which can provide lists of overseas industrial companies by S.I.C. code. For agricultural product marketers, the Department of Agriculture provides similar kinds of mailing list assistance.

Many industrial marketers use display booths at international trade fairs as a means of obtaining the names and addresses of prospective customers. A list of promotional trade fairs is available from the U.S. Department of Commerce. Many of the fairs are so specialized that they provide an excellent means of market segmentation, if a firm makes an effort to cultivate its lists.

Despite the resources, it still is not easy to develop a mailing list for industrial marketers. Even when industrial marketers rely on inquiries from trade journal advertisements, rather than depending on the less certain avenues mentioned above, local production rules, inadequate mail systems, and language barriers still present problems.

Don't Be Discouraged

Direct mail can be effectively employed by both industrial and consumer marketers overseas. But effectively employing such a program typically requires more patience and ingenuity than a similar domestic campaign. Handled correctly, however, it may be even more rewarding than a domestic direct mail program because prospective purchasers generally are less saturated with direct mail. •

—John K. Ryans, Professor of Marketing, Kent State University

The Demographic Insititute

The Demographic Institute was created to meet the business user's need for information about demographic trends and data. Institute membership includes an annual subscription to American Demographics, access to our research library and staff, and a discount on International Demographics, conferences, and other publications. For more information, call Bickley Townsend, Associate Director, at (607) 273-6343 or write The Demographic Institute, P.O. Box 68, Ithaca, New York 14850. •

Publications

Cities and Suburbs: Life in West Africa, by Margaret Peil, New York: Holmes and Meir Publishers, Inc., 1981, 277 pp., $24.

West Africa is full of mysteries, but Margaret Peil's close examination of the behavior and attitudes of the people who live in eight suburban and urban areas in three countries—Ghana, Nigeria, and The Gambia—provides many insights into African life.

One of her surveys, for example, asks residents what they would do with a windfall of the equivalent of about $200—a year's wages in some developing countries. Nigerians and Gambians respond differently.

"Nigerians are more interested in business ventures and in paying school fees, whereas Gambians need money for food and clothing and put more emphasis than Nigerians on making gifts to kin, building houses, and accumulating savings," Peil reports.

Other findings also have implications for business. The housing chapter explains that household size in West Africa may not indicate family ties. Sometimes wives have separate households.

"Separate households signify a degree of independence between people who may see a good deal of each other: a wife who prepares meals for and sleeps with her husband in rotation with other wives, a son who is still financially dependent on his father and prepares meals for him but has a separate room, two friends whose settlement in town is being aided by a co-tenant, but who have a room of their own and take care of their own cooking. On the other hand, servants may have separate quarters but still be considered part of the household and a child of the household may sleep with a neighbor because there is no space for him or her in the family's room," says Peil.

World Paychecks: Who Makes What, Where, and Why, by David Harrop, New York; Facts on File, Inc., 1982, 172 pp., $12.95.

Of all government statistics worldwide, those on incomes are least likely to be accurate. In most countries, income is a personal matter and it is considered rude to ask people how much money they make. In addition, hiding income from the government is common. When the government tries to collect information on individual incomes, most people withhold some information.

Recognizing these pitfalls in collecting information on salaries, David Harrop used not only government reports, but also articles in magazines, newspapers, journals, and informal and formal interviews to gather data that would reflect not only the actual amounts paid for certain types of work, but also differences in "perks," working conditions, and status imparted by certain kinds of occupations.

There are chapters on multinational corporations, executives and managers, professions, and media, industrial and office workers, and workers in agriculture, mining, petroleum, and transportation, as well as government and quasi-government agencies.

Besides paychecks, the book describes perks in various countries. For example, the most popular car and model in the United Kingdom, where 99 percent of chief executives get a car, is a Jaguar 4.2. Other top management's favorite car in the U.K. is a Rover 3500. In Eastern Bloc countries, plant managers often receive a house with their job.

International Dimensions of Marketing, by Vern Terpstra, Boston, Kent Publishing Company, 1982, 181 pp., $4.95.

Cultural differences in consumer behavior are the focus of this compact volume. International differences are more important than similarities, the author says, because they "pose stumbling blocks to successful international marketing."

While the book includes chapters on product strategies, pricing, distribution and promotion, the emphasis is on how these decisions can affect marketing. Chapter four focuses on international marketing research, detailing some of the variables that are needed in foreign market research and mentioning sources as well as potential problems.

Author Vern Terpstra, a University of Michigan professor, warns against the uncritical use of country data. "Some countries tell it as it is; others tell it like they would like it to be (or appear). In the latter case, reliability suffers."

Comparability and timeliness are also trouble spots. How does one compare the market for television sets when Germany reports TV sets purchased under the heading of "recreation, entertainment" and in the U.S. they are reported as "furniture, furnishings, and household equipment?"

Index to International Statistics, Congressional Information Service, Customer Service, Inc., P.O. Box 30056, Bethesda, MD 20814. $825 a year/$695 if ordered before Dec. 31, 1982.

In January, 1983, the Congressional Information Service will begin publication of a new monthly index to current international statistical data produced by 42 United Nations organizations, the European Community, the Organization for Economic Development, the Organization of American States, and about 30 other international organizations.

Subscribers will receive monthly paperbound index issues containing abstracts of and indexes to current publications. They will be able to locate sources by subject or geographic areas as well as by publication title, issuing source, report number, or category of data. Abstracts will describe the statistical contents of a publication, including the subject matter, and level of detail in which data are presented, sources, and time coverage.

A companion microfiche file with the contents of indexed publications is also available.

For more information, or to request a pilot issue, write to the above address, or call (800) 638-8380 toll free or (301) 654-1550.

India's Population: Second and Growing by Pravin Visaria and Leela Visaria, Washington, D.C.: Population Reference Bureau, 1981, 55 pp.

The March 1981 census of India counted a population of 684 million, 12 million more than estimated, and recorded a 1971-81 average annual growth rate of 2.23 percent, virtually unchanged from the 1960s, despite attempts to reduce the rate. This booklet reviews the 1981 preliminary census results with tables showing the population, intercensal growth, sex ratio, and percentage of literate persons for individual states and union territories. While the emphasis is on the history of and projections for family planning in India, there also is useful information about urban-rural distribution and migration.

With Indian women averaging over five births in their lifetimes, attaining the current goal of replacement level fertility — an average of 2.3 births per woman — by 1996 is unlikely. The authors regard a doubling of the population over the next four decades "almost inescapable." •

West Germany*continued from p. 3*

Fertility rises during the period 2015-2025 by one full child, from a TFR of 1.5 to 2.5 (i.e. above the replacement level). This higher rate of childbearing would ensure that the population would not decline over the long run and would eventually begin to grow once again. But even this increase in the annual number of births would not be immediately sufficient to offset the number of deaths, and the population would continue to decline for quite some time.

Here a sort of reverse momentum is at work. The population will not regain the 2015 level of 55 million until 2085, 70 years after the fertility rise began. During the period, a low point of 49 million would be reached about 2050. Therefore, a major decline in the German population is possible unless future birth rates rise considerably above the present TFR of 1.5.

Self-preservation

These projections bring up a number of intriguing points about countries that have completed the demographic transition: Chronic population decline is not absolutely inevitable. Many options remain. While the highest level used in the above projections was a TFR of 2.5, an even higher level would halt the decrease of population. It would require an approximate doubling of the 1.5 TFR to arrest the decline in 2015 in Germany.

Perhaps this will be accomplished gradually or in response to a vigorous pronatalist campaign. The French demographer, Jean Bourgeois-Pichat has posed the question of whether fertility is the result of the conscious childbearing decisions of couples or whether it exhibits a wavelike pattern, rising and falling from time to time with an irresistible inertia of its own.

As countries complete the demographic transition, demographers speculate about a population's propensity to preserve itself in its fertility behavior, seeking replacement fertility in the long run. This assumption is implicit in virtually all series of population projections, perhaps because it is comforting, or perhaps because there is no basis to assume otherwise.

In discussing these projections, several important issues in West German demography have not been touched on. The fact that many foreign nationals, primarily from Southern Europe and Turkey, have been admitted over the years as "guest workers" (Gastarbeiters) has created a significant population in Germany of first- and second-generation non-Germans. Policies permitting access to foreign workers have ceased and efforts to repatriate them to their home countries are underway. However, the population of foreign workers and their families which numbered just under 4 million in 1978 (about 6.5 percent of the total population), with its higher birth rate provides the potential for growth, while the native German population declines in numbers.

In 1974, the TFR of the foreign population was two-thirds higher than that of the native German population. As the native population declines, the proportion of the German population that is of foreign origin could double, or even triple, in the early part of the next century. This and other issues, such as the continued aging of the population are likely to occupy German demographers in the years to come. •

—Carl Haub,
Population Reference Bureau.
This article is excerpted with permission from Intercom, *May/June, 1982.*

Symposium Set

The International Symposium of Forecasting will meet in Philadelphia June 5 to 8, 1983. This conference, which focuses on forecasting methods and the use of forecasts, is expected to attract over 1,000 participants from different countries, academia, government, and business in the fields of social, behavioral, management, and engineering sciences. The conference is sponsored by the International Institute of Forecasters in collaboration with the Wharton School, University of Pennsylvania.

Research papers are invited. Abstracts of 100 words or less on any topic related to forecasting research should be sent to: Prof. J. Scott Armstrong, Wharton School, University of Pennsylvania, Philadelphia, PA 19104. Telephone (215) 898-5087. Further information is available from the same address.

International Media Selection

International Advertiser will present a seminar designed to solve the mysteries of foreign media selection, mixing, and buying on Oct. 14 in New York City. The morning program includes discussions of media strategy by representatives of NCR Corporation, Bank of America, McCann-Erickson, and Westinghouse. Afternoon roundtables will focus on individual countries.

For more information, contact: Ms. Barbara deFuniak, International Advertiser, 615 W. 22nd Street, Oak Brook, IL 60521. Telephone (312) 986-0064. •

The Ten Million Club: Household Projections

As in the United States, the number of households throughout much of the world is growing faster than the population. The result is that the average number of people per household is shrinking.

Of the 56 countries in the world with populations of 10 million or more, average household-size was fewer than three people in only six—the United States, Czechoslovakia, East and West Germany, the Netherlands and the United Kingdom, according to United Nations projections.

By the year 2000 all of the large countries in Europe, except Spain, will have an average household size lower than 3, as will Japan and Canada.

While average household sizes in Africa and Asia are large, they too are shrinking, according to U.N. projections.

In 1980, four countries—Algeria, Bangladesh, Kenya, and Turkey—averaged 6 people per household, and all but a handful of Asian and African countries averaged at least 5 people per household. But, by 2000 according to U.N. projections, all but Algeria, Nigeria, Kenya, Afghanistan, Bangladesh, Nepal and Pakistan will have reduced their household size to an average under five.

The number of households and household size are important statistics for companies that sell products purchased primarily by households—housewares, foodstuffs, and automobiles, for example.

For its study, the U.N. accepted the definition of household as used by the national statistical office that supplied the base numbers.

The projections for the medium variant are presented here as the most plausible trend for the future.

The full report, however, also presents three other tables: high, low, and constant variants.

In comparing the U.N. projections for 1980 with the results of 1980 censuses that have been published in Country Profiles by *International Demographics*, we found that the U.N. projections often were slightly lower than the 1980 count of households and that actual average household size often was slightly smaller than that projected by the U.N. demographers. However, the projections still provide an indication of the trends in the number of households and average household size. •

Household Projections for Countries with Populations of 10 Million or More

	1980		1990		2000	
AFRICA	*Households in thousands*	*Average Household size*	*Households in thousands*	*Average Household size*	*Households in thousands*	*Average Household size*
Algeria	3,027	6.1	4,534	5.9	6,900	5.2
Egypt	8,658	4.9	11,854	4.5	15,949	4.1
Ethiopia	6,542	5.0	8,688	4.9	11,833	4.7
Ghana	2,272	5.1	3,111	5.1	4,375	4.9
Kenya	2,664	6.2	3,951	6.1	5,998	5.6
Morocco	3,436	5.9	5,095	5.5	7,549	4.8
Mozambique	2,240	4.7	2,946	4.7	4,006	4.5
Nigeria	14,662	5.1	20,313	5.3	28,910	5.2
South Africa	5,730	5.1	7,289	4.9	10,703	4.5
Sudan	3,471	5.3	4,709	5.2	6,496	4.8
Tanzania	3,620	5.0	4,966	5.0	7,057	4.8
Uganda	2,691	4.9	3,723	4.9	5,279	4.7
Zaire	5,649	5.0	7,819	4.9	10,411	4.5
ASIA						
Afghanistan	3,816	5.8	5,056	5.7	6,959	5.3
Bangladesh	14,829	6.0	20,558	5.8	29,426	5.2
Burma	6,903	5.1	9,071	4.9	12,262	4.5
China	215,654	4.4	284,844	3.8	359,401	4.9
India	131,772	5.3	174,645	4.9	235,345	4.4
Indonesia	27,793	5.5	38,426	4.9	53,124	4.2
Iran	7,004	5.4	9,826	5.2	14,078	4.7
Iraq	3,243	5.8	3,320	5.5	4,935	4.9
Japan	33,828	3.4	40,652	3.0	46,449	2.8
Korea(N)	4,163	5.7	4,5.2	5.0	6,392	4.3
Korea(S)	7,507	5.0	10,686	4.2	14,044	3.6
Malaysia	2,612	5.2	3,823	4.5	5,436	3.7
Nepal	2,445	5.8	3,169	5.7	4,241	5.3
Pakistan	14,554	5.7	20,297	5.5	29,305	5.0
Philippines	8,655	5.9	12,668	5.3	18,485	4.5
Sri Lanka	2,888	5.2	3,851	4.6	4,965	4.0
Taiwan	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Thailand	8,314	5.7	12,120	5.1	17,549	4.3
Turkey	7,545	6.0	10,672	5.4	14,488	4.8
Vietnam	10,210	5.1	13,459	4.9	18,074	4.4
NORTH AMERICA						
Canada	7,619	3.2	9,890	2.7	11,756	2.5
U.S.	80,377	2.8	92,963	2.6	104,979	2.5
LATIN AMERICA						
Argentina	7,503	3.6	9,020	3.3	10,713	3.1
Brazil	26,313	4.8	36,496	4.5	50,362	4.2
Chile	2,510	4.4	3,447	3.8	4,489	3.3
Colombia	4,994	5.4	7,303	4.7	10,220	4.2
Mexico	14,265	4.9	20,723	4.7	30,136	4.4
Peru	3,697	4.8	5,166	4.5	7,148	4.1
Venezuela	2,790	5.4	4,200	4.8	6,040	4.3
EUROPE						
Czechoslovakia	5,141	2.9	5,758	2.8	6,482	2.7
France	17,782	3.0	19,839	2.8	21,668	2.6
Germany(E)	6,743	2.5	7,346	2.3	7,851	2.1
Germany(W)	23,612	2.6	25,436	2.3	26,370	2.3
Italy	17,652	3.2	20,100	2.9	22,222	2.8
Netherlands	4,882	2.9	5,754	2.6	6,411	2.4
Poland	11,421	3.1	13,555	2.9	15,446	2.7
Romania	7,381	3.0	8,504	2.8	9,778	2.6
Spain	9,836	3.8	11,730	3.5	13,660	3.2
U.K.	20,032	2.8	22,257	2.5	23,815	2.4
Yugoslavia	6,536	3.4	7,882	3.1	9,189	2.8
U.S.S.R.	82,295	3.2	99,343	2.9	113,160	2.8
Australia	4,613	3.1	5,750	2.8	6,820	2.6

Note: The 1980 figures may differ from the latest census statistics supplied in International Demographic country profiles because they are based on projections of 1973 population totals. The U.S. figure for 1980 has been adjusted to reflect the census count, but the projections for 1990 and 2000 have not. Source: Estimates and Projections of the Number of Households by Country, 1975-2000, Population Division, Department of International Economics and Social Affairs of the United Nations Secretariat, (ESA/P/WP. 73) Excerpted from Annex: Tables 1 and 5.

C0200-1

INTERNATIONAL DEMOGRAPHICS™

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Carol Spence

Country Profile
Japan

Nobody ever said it would be easy to penetrate the Japanese market. Trade restrictions and differences in pricing and distribution practices pose one set of problems. Cultural barriers and translation problems pose another. Yet, with Japan's total consumption second only to the U.S. among the market economies, no one denies that the Japanese market is a potentially lucrative one.

The Japanese market is by no means closed to foreign companies if the product is right and the promotion correct. Products often need to be adapted to suit rapidly changing Japanese needs and tastes and marketed using strategies designed specifically for the Japanese market.

Understanding the basic psychology and current lifestyle of the Japanese consumer is essential. Western foods, for example, often contain too much sugar to be compatible with the Japanese palate. Slight modifications of recipes can lead to significant differences in product demand. In-store tastings and informal teach-ins on food preparation have been found to be significant factors in the success of new food product launch. In-store tastings are so popular that it is near impossible to walk down an aisle in a Japanese supermarket without being handed a tidbit of cheese wrapped in seaweed or a thimble-sized cup of corn soup.

The need for careful marketing studies is underlined by Richardson-Vicks' highly successful launch of a laxative called Colac. Testing showed that Japanese consumers believed that traditional herbal remedies were too mild and Western medicines too strong. Colac accordingly was advertised as an effective Western medicine containing natural ingredients; only two little pills were necessary for relief. Colac eventually became the number one selling laxative in Japan.

Other imports designed with Japanese preferences in mind have enjoyed particularly good responses. From 1973 to 1978, the import of consumer goods rose almost 13 percent annually. During the same period, private final consumption rose 20 percent in real terms. According to the Japan External Trade Organization, or JETRO, the demand for imported goods should continue to rise as Japanese consumers become increasingly affluent.

Changing Attitudes

The Japanese consumer is becoming increasingly international and sophisticated as a result of the rising overall educational level, the absorption of Western ideas into the Japanese lifestyle, expanded overseas travel, and the progressive growth of real income. The family diet of the Japanese household incorporates many Western elements with bread, coffee, and Western-style alcoholic beverages gaining on rice, tea, and sake. Western-style snacks and soft drinks are especially popular in households with young or teenage children. Even lunches provided in the public schools feature bread instead of rice.

continued on page 4

Inside

Profile: Some keys to success in Japanese business 1

Japanese baby boomers set trends in consumer purchase 3

Prefectures and cities: Total population, household size, and other indicators 9

Sources: The World Bank links economic and population data 12

SPECIAL JAPANESE ISSUE

Bureau Offers Computerized Data Base for 69 Countries

The first international computerized data file is now available from the U.S. Census Bureau.

The tape is the first result of an increased effort by the bureau to lead the way in developing international statistics.

Bruce Chapman, bureau director, told participants in a recent conference sponsored by International Demographics that it is in the best interests of the private sector both here and abroad to see that developing nations adopt reliable and recognizable statistical systems compatible with those in this country.

"This is so much a part of a developing country's rite of passage into the modern economy that one cannot imagine a successful advance in prosperity for such a nation if it did not create a reliable statistical system," he said.

Statistical data for the tape were originally compiled as part of a project in 69 developing countries on women in development. Although designed to assess the status of women, the file was revised to include data on both men and women, and is tabulated by rural and urban locations.

The 19 tables include population by age, province, ethnicity, religion, nationality, language, life expectancy, infant mortality, internal migration, marital status, age at marriage, household size, head of household, fertility, literacy, school enrollment, economic activity, status in employment, and income.

Not all information is available for every country—income data, for example, is in short supply—but all data that are available have been included.

Bureau officials expect to add every country in the world with a population of more than 5 million to the data base by early next year. Printed handbooks based on the demographic data base will be available at the end of next year.

Countries among the original 69 include both large and small, from Afghanistan to Zambia with such important potential markets as Boliva, Egypt, Ivory Coast, Korea, Peru, Morocco, Philippines, Sri Lanka, and Thailand.

The file costs $140 for one tape. Technical documentation comes with the file or can be purchased separately for $5.

For more information on the subject content of the file, contact the chief, International Demographic Data Center, U.S. Bureau of the Census, Washington, DC 20233, telephone (301) 763-4221. To purchase the tapes, contact the Data User Services Branch at the same address. When ordering, refer to file number CU DEV 82 001.

In addition to developing an international data base, Chapman said the bureau is working to establish a Spanish-language training program under the auspices of the International Statistical Program Center.

The Statistical Program Center currently trains about 100 foreign students a year to develop statistical systems for their own countries.

The proposed Spanish-language school is a response to a resolution of the chief statisticians of the Latin American countries, Chapman said.

A third facet of the bureau's international involvement is an improved capability in the use of microcomputers in statistical data processing.

"The bureau aspires to become the developing world's repository and disseminator of microcomputer technology for statistical data processing," Chapman said, adding that the bureau has already made and installed software for editing and tabulating statistical data in 115 countries.

The next step will be to help other nations produce better quality foreign trade and economic statistics. •

Around the World

Japanese Thrive in Brazil

Don't ever underestimate the importance of migrants. The largest collections of ethnic Japanese outside Japan live in Brazil—about 800,000 of them—and their influence is showing.

There are three Japanese language newspapers in Sao Paulo. Japanese food and drink are common in the marketplace. Cookbooks in Japanese are featured in the local bookstores. And "The Teaching of Buddha" is a fixture in some Brazilian hotel bedside tables—written in Portuguese, but printed in Tokyo.

Both Japanese and Brazilian leaders attribute the success of the Japanese in Brazil to an absence of racial discrimination in that country. While there may not be discrimination on the basis of race, some say there is "social" discrimination because many Japanese got their start in Brazil as poor farm workers and have worked their way up the ladder.

Source: *The Asian Wall Street Journal Weekly*, Sept. 27, 1982, © The Asian Wall Street Journal Weekly. All rights reserved. 22 Cortlandt Street, New York, NY 10007. $96/year.

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The Japanese Baby Boom

Japanese born between 1947 and 1950 belong to the Japanese version of the baby boom known there as the "bulge generation" because of the population bulge in those years. The bulge generation now is in its early 30s; it numbers about 9.3 million people, 2 million more than the surrounding age groups.

This bulge generation has had an effect on Japan's economy and society. It is responsible for various booms and declines in postwar consumer markets, as well as for the creation of new consumption patterns and the birth of new markets.

Consumer Market Influence

The bulge generation is the first purely postwar population group. Its members have a sharp sense of fashion and a strong orientation toward leisure. Both younger and older generations have been influenced by the members of the bulge.

One example of their influence is the change in car ownership. People around the age of the bulge generation have consistently higher rates of ownership. Using the car for travel, eating out, and shopping was triggered by the bulge generation and then adopted by the younger generation, resulting in the car becoming a stable part of Japanese consumption patterns.

The rate of car ownership of people in their 50s has also increased, apparently because of their children. Although their children are not financially capable of purchasing cars themselves, their strong interest has prompted their parents to buy cars for them, and this in turn has awakened their own interest in car ownership. According to surveys done by the Japan Leisure Development Center, older persons often list driving for pleasure among their leisure time pursuits.

Other examples of the bulge generation's influence can be seen in the growth in sports education, sports participation, and the expansion of leisure time.

The bulge generation is oriented toward family life and appears to have a significant impact on the tastes and interests of their children known as the "junior bulge" generation. There are about 8.1 million junior bulgers, born between 1971 and 1974, 10 percent more than in the surrounding generations. The junior bulgers have acquired adult tastes and preferences. They enjoy such pursuits as fishing, tennis, and golf. Such expensive electronic pursuits as television games and microcomputers are enjoyed by both generations.

Size of the Bulge Market

The size of the bulge generation market is about 9,000,000 million yen (about $37 billion), and it accounts for about 9 percent of the total consumer market. However, if the influence of the generation is taken into consideration, the size of the market is considerably larger—14,000,000 million yen (about $57 billion) or about 15 percent of the total consumer market in Japan. If the overall influence of this generation on consumer consciousness and sense of values is taken into account, its impact might be considerably larger than these figures suggest.

Points to Watch

By 1990, Japan's bulge generation will be entering middle age, the largest age group in the consumer market. Although middle-aged people represent only 20 percent of the population, their share of consumption expenditures is expected to rise from 42 percent in 1980 to 44 percent by 1990. This compares to about a 30 percent share of total consumption for the so-called "silver" market of persons 55 or older.

As the bulge generation enters middle age, there are four areas of particular interest—the market generated by females, the children of members of the bulge generation, the development of consumer finance, and the development of markets in leading regional cities.

There are three reasons to believe that women in the bulge generation will lead the development of the

continued on p. 10

Table I: Estimated Size of Bulge Generation Market

	Population (Million)	Number of Households (Million)	Consumption (1,000,000 million yen)	Apparel	Eating Out	Leisure Hobbies	Auto related	Expenditure on Children	Other
Direct market (30 to 33 years of age)	9.33 (8.0)	3.52 (10.3)	8.7 (8.9)	0.7	0.4	0.7	0.5	5.0	1.4
Younger generation market (25 to 29)	9.07 (7.8)	3.66 (10.7)	2.2 (2.3)	0.7	0.4	0.5	0.6	—	—
"Ignited" market (50 to 59)	15.24 (13.0)	6.77 (19.8)	3.3 (3.4)	—	0.6	0.4	0.9	1.4	—
Total including related markets	33.64 (28.8)	13.95 (40.9)	14.2 (14.5)	1.4 (16.1)	1.4 (36.8)	1.6 (18.6)	2.0 (42.6)	6.4 (14.8)	1.4 (4.9)
Total consumer market	116.92 (100)	34.06 (100)	97.4 (100)	8.7 (100)	3.8 (100)	8.6 (100)	4.7 (100)	43.1 (100)	28.5 (100)

Note: (1) Consumption is based on amounts per household in the Annual Survey of Household Income and Expenditures.
(2) Figures in parentheses are percentages.
(3) One dollar equals about 245 yen as of September 15, 1982.
Source: Prime Minister's Office, National Census, Annual Survey of Household Income and Expenditures, Tradepia International.

Japan/con't. *from p. 1*

Japanese consumers are paying more attention to the quality of their life, demanding high-quality, fashionable goods. The growth of leisure time has made the Japanese a sports- and health-conscious population.

Striking gains have been made by imports for personal and domestic use. From 1978 to 1979, furniture showed an increase in dollar value of 58 percent. Footwear was up 50 percent; toys, 44 percent; travel goods and handbags, 47 percent; clothing, 46 percent; and floor coverings, 65 percent.

Japanese consumers appear to be viewing imports with a different eye than in the past. The increasing visibility of imports in Japanese outlets and narrowing price differentials between domestic and foreign goods have led to a breakdown of the traditional attitude that imports are solely luxury or prestige items.

Previously, imported goods were not intended to compete with domestic products since promoting a high quality image through premium pricing was considered a strong marketing technique in a market dominated by upper-income consumers.

The recent blurring of distinction between foreign and domestic goods is creating a more competitive, yet expanded market for medium-priced imported goods. Imports can no longer solely rely on their foreign appeal but will have to compete on a price and quality basis.

The Middle Class

According to the National Livelihood Survey conducted annually by the Prime Minister's office, 90 percent of the Japanese consider themselves to be middle class. Data from other sources appear to confirm their perception. Not only has economic growth caused a leveling of income disparity, but the rise of mass media and higher education has fostered increasingly homogeneous attitudes and lifestyles.

The influence of Japan's middle class ethic on the shopping and purchasing habits of the Japanese consumer is a factor that overseas firms should keep in mind when marketing in Japan. Frugality and practicality govern most consumer purchasing. Japanese generally prefer tradition over innovation and tend toward classic rather than faddish designs and colors. Product quality takes on added significance to the quality-over-quantity-oriented Japanese consumer. The desire for appropriate outward appearances may deter a consumer from buying an item with an extravagant image.

The Japanese Woman

The Japanese woman's role in the marketplace is of great import. According to a survey conducted by JETRO, 43 percent of the women polled take sole responsibility for the family budget and 41 percent share it with their husbands. Except for the purchase of men's clothing, women were involved in more than 50 percent of all purchasing decisions.

It is clear from these findings that the exporter to Japan should be

JAPAN

Prefectures

01 HOKKAIDO
02 AOMORI
03 IWATE
04 MIYAGI
05 AKITA
06 YAMAGATA
07 FUKUSHIMA
08 IBARAKI
09 TOCHIGI
10 GUMMA
11 SAITAMA
12 CHIBA
13 TOKYO
14 KANAGAWA
15 NIIGATA
16 TOYAMA
17 ISHIKAWA
18 FUKUI
19 YAMANASHI
20 NAGANO
21 GIFU
22 SHIZUOKA
23 AICHI
24 MIE
25 SHIGA
26 KYOTO
27 OSAKA
28 HYOGO
29 NARA
30 WAKAYAMA
31 TOTTORI
32 SHIMANE
33 OKAYAMA
34 HIROSHIMA
35 YAMAGUCHI
36 TOKUSHIMA
37 KAGAWA
38 EHIME
39 KOCHI
40 FUKUOKA
41 SAGA
42 NAGASAKI
43 KUMAMOTO
44 OITA
45 MIYAZAKI
46 KAGOSHIMA
47 OKINAWA

Cities

1 Sapporo
2 Sendai
3 Chiba
4 Tokyo (ku-area)
5 Yokohama
6 Kawasaki
7 Nagoya
8 Kyoto
9 Osaka
10 Sakai
11 Higashiosaka
12 Kobe
13 Amagasaki
14 Okayama
15 Hiroshima
16 Kitakyushu
17 Fukuoka
18 Kumamoto
19 Kagoshima

cities of 500,000 or more
Source: Prime Minister's Office

aware of the changes taking place in the tastes and preferences of the Japanese woman. No longer does she resemble the submissive stereotype of days gone by but is widely read, well-educated, and interested in continuing her education and broadening her horizons.

In 1979 alone, 1.1 million Japanese women traveled overseas. Their growing international awareness has led, for example, to an increased interest in home decoration and Western cooking throughout Japan.

The Japanese woman is becoming increasingly active outside her home. The membership of Japan's over 6,000 consumer organizations, for example, is mostly female. These consumer groups constitute a major social force addressing a broad range of consumer, societal, and environmental issues.

The extent of attitudinal changes on the part of Japanese women is apparent in a case involving the withdrawal of a television commercial after protest by consumer groups. The commercial featured a girl saying, "I'm the person who cooks" and a boy saying, "I'm the one who eats."

The Aging of Japan

Japan's current population is about 117 million, making it the seventh most populous country in the world. Japan's rate of population growth is expected to be about 1 percent annually. About 50 percent of the population is between the ages of 25 and 59. However, although the population is currently relatively young, the slow rate of population growth after 1950, coupled with the continued lengthening of life expectancy (life expectancy is 73.5 for Japanese men and 78.9 for women) is expected to result in a rapid rise in the average age of the population.

Because of the aging of the Japanese population, the largest consumer group will be over 35. Since Japanese firms compensate their employees more according to their age and length of service than by their individual performance on the job, the spending power of the individual increases with age.

Consumption increasingly will be dominated by consumers in higher income brackets. Demand for leisure and health-related items, high fashion apparel and home furnishings should increase. One factor for the importer to consider is the extreme age consciousness of the Japanese. Even slight differences in age can account for marked differences in product demand.

Regions and Cities

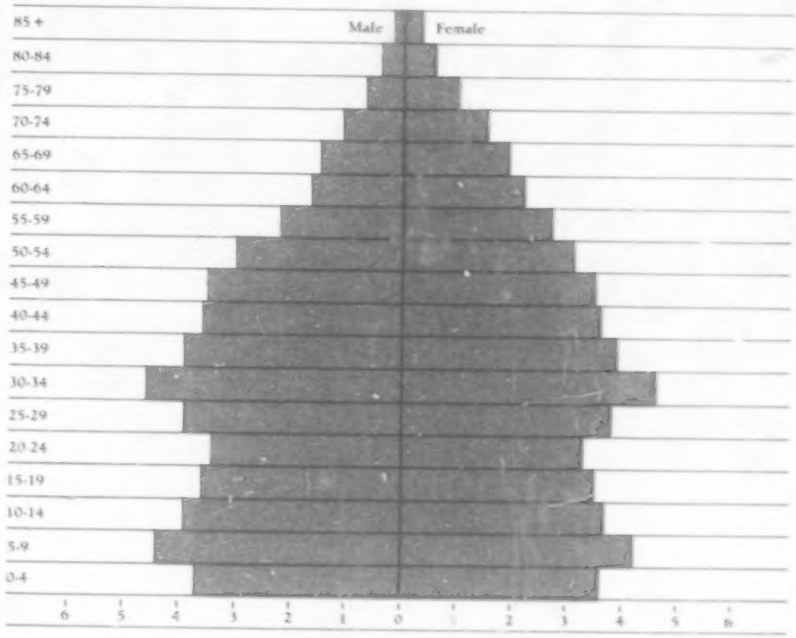
Japan's population is highly concentrated in urban areas. More than 66 million persons live within the "Pacific belt," a region which stretches along the Pacific side of the main island from Tokyo to Kobe. The Tokyo area is the most populous, with 35.6 million persons, followed by the Kinki area around Osaka, Kyoto, and Kobe with 17.8 million persons, and the Tokai region with 12.7 million persons.

Japan's poulation density is 314 persons per square kilometer, ranking fifth behind Bangladesh, Korea, Holland, and Belgium. Of Japan's 47 prefectures (equivalent to states), 15 are classified as urbanized. Japan has over 100 cities of 100,000 or more population.

The past 30 years of high economic growth were characterized by massive rural to urban migration.

continued

Population of Japan by Age and Sex, 1980



AGE	PERSONS	MALE	FEMALE
0-4	8,515,416	4,366,100	4,149,316
5-9	10,032,034	5,142,487	4,889,547
10-14	8,959,628	4,594,813	4,364,815
15-19	8,272,245	4,223,685	4,048,560
20-24	7,841,026	3,960,116	3,880,910
25-29	9,041,355	4,545,468	4,495,887
30-34	10,771,731	5,421,545	5,350,186
35-39	9,201,581	4,598,716	4,602,865
40-44	8,337,500	4,158,990	4,178,510
45-49	8,090,387	4,033,146	4,057,241
50-54	7,200,022	3,546,963	3,653,059
55-59	5,613,505	2,511,379	3,102,126
60-64	4,465,247	1,945,930	2,519,317
65-69	3,964,681	1,743,659	2,221,022
70-74	3,022,977	1,317,661	1,705,316
75-79	2,036,685	848,714	1,187,971
80-84	1,093,643	417,715	675,928
85+	529,370	171,959	357,411
Total	116,989,033		